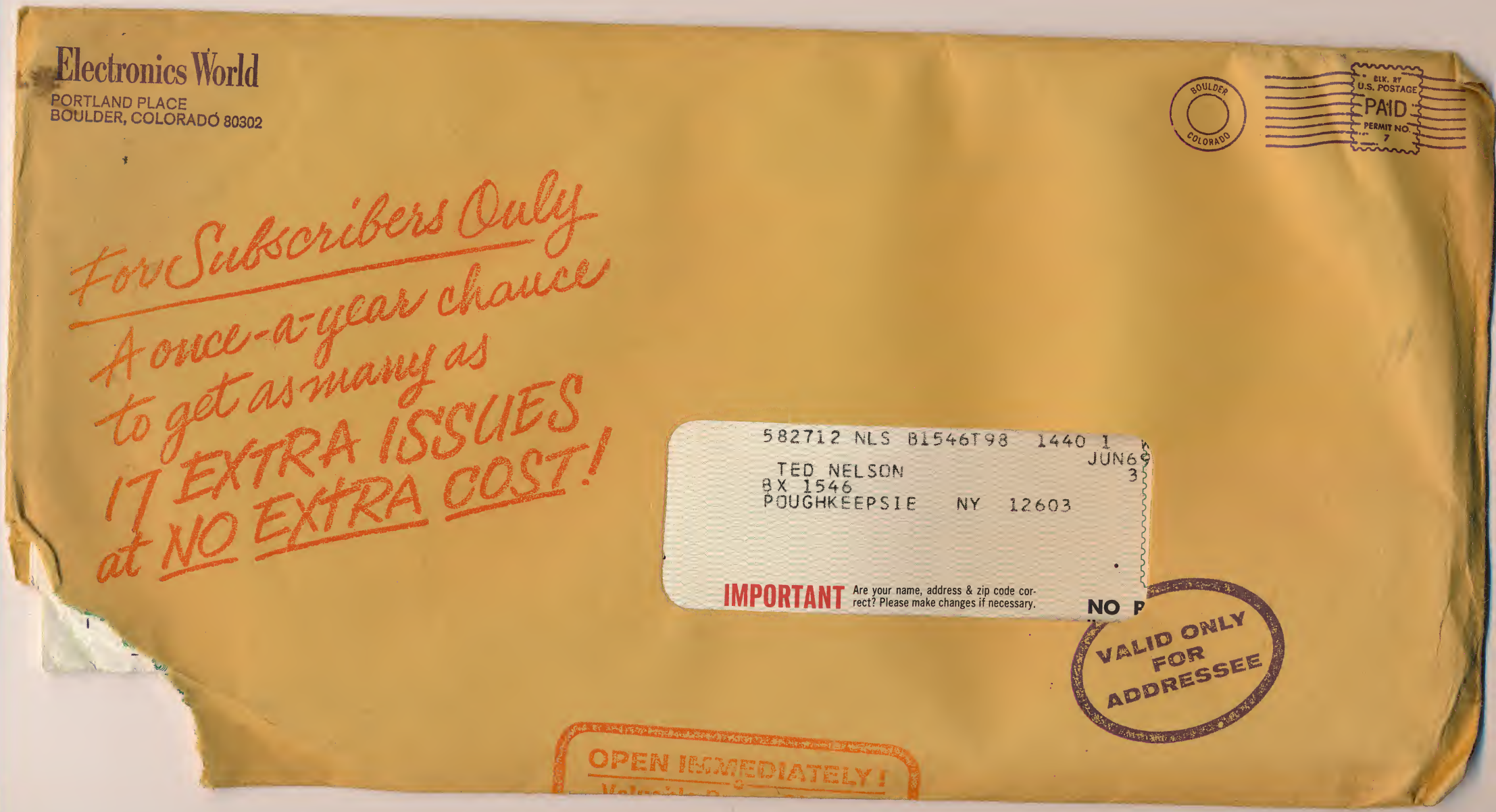
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PAID
PERMIT NO. 7
For Subscribers Only
A once-a-year chance
to get as many as
17 EXTRA ISSUES
at NO EXTRA COST!
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3
IMPORTANT
Are your name, address & zip code correct? Please make changes if necessary.
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FOR SUBSCRIBERS ONLY
These special Bonus Stamps give you your choice of 5-8-11-or 17 issues virtually FREE!

Affix one of these 4 special Bonus Stamps to your Bonus Renewal Certificate!

3 EXTRA ISSUES! ELECTRONICS WORLD A $7.50 VALUE!
Subscriber is entitled to renew at 15 ISSUES (instead of the usual 12) for only $6.00
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SPECIAL BONUS STAMP

6 EXTRA ISSUES! ELECTRONICS WORLD A $15.00 VALUE!
Subscriber is entitled to renew at 30 ISSUES (instead of the usual 24) for only $11.00
VALID DURING ANNUAL BONUS OFFER ONLY!
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9 EXTRA ISSUES! ELECTRONICS WORLD A $22.50 VALUE!
Subscriber is entitled to renew at 45 ISSUES (instead of the usual 36) for only $15.00
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SPECIAL BONUS STAMP

15 EXTRA ISSUES! ELECTRONICS WORLD A $37.50 VALUE!
Subscriber is entitled to renew at 75 ISSUES (instead of the usual 60) for only $21.00
VALID DURING ANNUAL BONUS OFFER ONLY!
SPECIAL BONUS STAMP

W-16-1008

Use this stamp too! and increase your total number of issues to 17-32-47 or 77!
Affix this stamp to the special CASH BONUS box on your Bonus Renewal Certificate!

CASH BONUS
Subscriber is entitled to 2 EXTRA ISSUES (In addition to the regular bonus issues) for enclosing payment with renewal order

Dear Subscriber:

We are going to give you as many as 17 EXTRA ISSUES of ELECTRONICS WORLD -- just for renewing your subscription now, in advance, instead of waiting until it expires!

It's our special ANNUAL BONUS OFFER -- for subscribers only -- and here's how it works.

ELECTRONICS WORLD's regular renewal rates (for 1, 2, 3 and 5 years, respectively) are:

12 issues for $6 24 issues for $11 36 issues for $15 60 issues for $21

But now, while the ANNUAL BONUS OFFER is in effect, you can take your choice of these terrific rates:

15 issues for $6 30 issues for $11 45 issues for $15 75 issues for $21

You actually get 3, 6, 9 or 15 extra issues without paying a penny extra!

DOUBLE Bonus!

issues per year -- and we'll be happy to give these three issues per year to you, as part of your renewal -- FREE OF EXTRA CHARGE!

And here's another bonus! The frosting on the cake. By enclosing payment with your order now and saving us billing costs, you'll receive two additional bonus issues! Which means you now get:

17 issues for $6 32 issues for $11 47 issues for $15 77 issues for $21

That's a grand total of 5 ... 8 ... 11 ... or 17 extra issues! Just for doing something now that you were probably going to do later on anyway.

This is important. The four valuable bonus stamps at the top of this letter represent the 1, 2, 3 and 5 year renewal offers. Just select the term you prefer (remember, the longer your renewal, the more bonus issues you receive, and the lower your cost per issue!), and affix the appropriate stamp in the space provided on the Bonus Renewal Certificate.

Use your special BONUS stamps now!

If you are taking advantage of the 2-extra-issue bonus for enclosing payment, be sure to affix the special "Cash Bonus" stamp, as well. Then mail the Certificate and your remittance in the postpaid envelope provided.

But either way, hurry. This once-a-year offer is good for a limited time only -- your order must be received within the next 10 days. So act now! Put your certificate in the mail right away!

Cordially,

Walt Mills

Walter S. Mills, Jr.
Vice President and
Circulation Director

WSMjr:jjb

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PORTLAND PLACE • BOULDER, COLORADO 80302

VALUABLE ONCE-A-YEAR OPPORTUNITY

BONUS RENEWAL CERTIFICATE

VALID FOR CURRENT SUBSCRIBERS ONLY

To renew your subscription in advance and claim your bonus issues: JUST SELECT THE RENEWAL TERM OF YOUR CHOICE—1, 2, 3 OR 5 YEARS—AND THEN AFFIX THE APPROPRIATE SPECIAL BONUS STAMP IN THE BOX BELOW.

W-14-1045

CASH BONUS BOX

Affix Cash Bonus Stamp here and you'll receive **2** EXTRA ISSUES for enclosing payment now.

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JUN69 3
TED NELSON
BX 1546
POUGHKEEPSIE NY 12603

SPECIAL BONUS STAMPS MUST BE REDEEMED WITHIN 10 DAYS

USE ONE STAMP ONLY

IMPORTANT Are your name, address & zip code correct? Please make changes if necessary.

NO POSTAGE NEEDED!
Use enclosed postage-free envelope to mail your order today!

Electronics World ANNUAL BONUS OFFER

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